

Job Title:	Public Information Administrator
Job Description Number:	1436
Department/Division:	Public Information & Events/Public Information
Exemption Status:	Exempt
Pay Grade:	112
Immediate Supervisor:	Director of Public Information & Events
Normal Work Schedule:	Mon-Fri, 8 hours/day

Brief Description of the Job:

Plans, implements and administers the Public Information Division highlighting departmental activities and services available to the public through a variety of communications media and community resources; plans and directs the work staff implementing public information efforts. Manage the City's electronic communications, specifically websites and web applications. Design and build websites, maintain and create web applications, administer e-list communications, administer the City Sharepoint portal, administer social media channels, oversee project development with outsourced programmers.

Essential Functions:

Website Maintenance and Development (60%): Build and maintain websites. Work with graphic designers to translate their work into a functional website, using established guidelines and standards. Complete front-end web development, which includes HTML, CSS, javascript, jQuery, or a Content Management System. Work with other departments on content, and with IT staff to ensure database and SQL server data structures are secure and able to interface with all applicants. Maintain and troubleshoot issues that arise with existing websites. Ensure all web code is maintained to professional standards. Coordinate with outside vendors as needed. Administer social media accounts, web analytics, ecommunication.

Administration (40%): Provides supervision, work review and evaluation to the Public Information staff; organizes and assigns work, sets priorities, and follows-up to ensure coordination and completion of assigned work. Consults with other department (clients) to determine client requirements for short and long-range planning and the development of varied programs and print and media materials to inform the public and support departmental activities and functions. Plans and coordinates specific multi-media informational programs to publicize specific departmental activities; defines the segment of the public to be reached, recommends the most effective techniques to reach this public, and implements such activities upon approval. Administers a one-stop, central intake where citizens can register complaints, request services or obtain public information. Provides intergovernmental, inter-agency communication and coordination on public issues.

Other duties and responsibilities as assigned.

Physical Demands

Overall Strength Demands: Sedentary strength demands include exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.

Physical Demands: Continuously requires fine dexterity, and using vision and hearing. Frequently requires standing, walking, lifting, sitting, reaching, handling, and talking. Occasionally requires carrying, kneeling, and twisting. Rarely requires crawling, pushing/pulling, and bending.

Machines, Tools, Equipment, and Work Aids: Telephone, copier, fax machine, calculator, vehicle, video camera

Computer Equipment and Software: Computer, laptop, servers, and the following software: Microsoft Office, Adobe Suite (Photoshop, Illustrator, Acrobat Professional), Microsoft Visual Studio, Microsoft SQL Server Management Studio, Microsoft Source Safe, IIS (Internet Information Systems), Microsoft Sharepoint and Sharepoint Designer, third-party software to include Framerate (TV scheduling software) and Constant Contact (ecomunication system).

Working Conditions

Overall Working Conditions: Good: Relatively free from unpleasant environmental conditions or hazards.

Environmental Factors: None

Health and Safety: None

Primary Work Location: Office Environment

Protective Equipment Required: None

Non-Physical Demands

Frequently requires time pressures, frequent change of tasks, performing multiple tasks simultaneously, working closely with others as part of a team, tedious or exacting work. Occasionally requires emergency situations. Rarely requires irregular schedule/overtime and noisy/distracting environment.

Job Requirements

Formal Education: Bachelor's degree or equivalent in Communications, IT related, or web related field or equivalent is required.

Experience: Over four years of experience in webmaster, web development, and/or web editing is required. Experience in working with or managing a large website and experience in the systems needed to support it.

Driver's License Required: Class D South Carolina Driver's license.

Certifications and Other Requirements: None

Job Demands

Reading: Advanced Level: Ability to read, analyze, and interpret general business periodicals, professional journals, technical journals and procedures, financial reports, legal documents, and governmental regulations as well as literature, books, reviews, reports, and abstracts.

Math: Intermediate Level: Ability to deal with a system of real numbers; and practical application of fractions, percentages, ratios/proportions and measurement.

Writing: Advanced Level: Ability to write policies, contracts, speeches, formal presentations, and/or technical and legal documents and correspondence.

Human Collaboration Skills: Recommendations regarding policy development and implementation are made and/or recommended. Contact may involve support of controversial positions or the negotiation of sensitive issues or important presentations. Evaluates customer satisfaction, develops cooperative associations, and utilizes resources to continuously improve customer satisfaction. Work has a moderate impact on the organization. External contacts include vendors regarding status of paperwork/invoices, CVB coordinate website work, TGA Solutions web programming. Internal contacts include Department Directors and Division Managers. .

Management and Supervision: Work requires supervising and monitoring performance for a regular group of employees including providing input on hiring/disciplinary actions and work objectives/effectiveness, performance evaluations, and realigning work as needed. A first line supervisor typically performs these functions. This position supervises the following positions: Communications Manager, Customer Service Rep-Greenville Cares, Customer Service Rep-City Hall, Graphics Manager, and Video Manager.

Technical Skill: Advance Skill: Work requires advanced skills and knowledge in approaches and system, which affect the designs and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively. Comprehensive application: Consequences of work affect large groups as well as the customer-base at large.

Fiscal Responsibility: Position develops the budget for a division and/or multiple programs and projects. Has responsibility for recommending requests to the department head. Recommends to department head execution of procurement documents, journal entries, and budget transfers.

Freedom to Act and Impact of Action

Receive Limited Direction: The employee normally performs the duty assignment according to his/her own judgment, requesting supervisory assistance only when necessary. Special projects are managed with little oversight and assignments may be reviewed upon completion. Performance reviewed periodically. Significant impact of action: Considerable benefits or costs in time, money, or public/employee relations.

Disclaimer

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted

as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.